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NAAC ACCREDITED 'A++' GRADE COLLEGE



2024-2025

Name of the Event: Effective Sales and Marketing Strategies for Startups

Organised by: Institution's Innovation Council (IIC), Hansraj College, University of Delhi, Delhi

Date of the Event: 18th February, 2025

Duration/Event Timing: 12:30 PM onwards

Venue of the Event: New Seminar Hall of Hansraj College, University of Delhi

Name of Coordinator(s): Dr. Yogesh Kumar and Dr. Bhavana Sharma Jha (IIC Member)

Name of Convener: Dr. Ambika, IIC Convener

Event Description (About 250 Words):

A workshop on "Effective Sales and Marketing Strategies for Startups" was successfully conducted on **February 18, 2025**, at **12:30 PM** in the **New Seminar Hall of Hansraj College, University of Delhi**. The event was organized under the guidance of the **Institution's Innovation Council (IIC)** and witnessed an enthusiastic participation of over **60 attendees**. The workshop began with an introduction to **IIC** by **Dr. Ambika, the IIC Convener**, highlighting its role in fostering innovation and entrepreneurship among students. Following this, **Dr. Yogesh Kumar, the event coordinator**, introduced the distinguished speaker, **Mr. Arun Pandit**, Co-Founder of **Hyphen SCS**. Mr. Arun Pandit is a prominent figure in the logistics sector and has significantly contributed to shaping India's logistics landscape. He is one of the youngest members of the **FICCI National Committee on Logistics**, which played a crucial role in drafting India's first National Logistics Policy. Additionally, he is an integral member of the **ASSOCHAM National Council on Logistics and Warehousing** and an esteemed mentor, judge, speaker, and author at various national and international platforms.

During the session, Mr. Pandit shared valuable insights into the fundamentals of **sales and marketing for startups**, emphasizing **customer acquisition, brand positioning, and digital strategies**. His engaging delivery and real-world examples provided attendees with actionable strategies to scale their businesses. The session concluded with a **Vote of Thanks by Dr. Bhavana S. Jha**, acknowledging Mr. Pandit's insightful session and the participants' enthusiasm. The workshop was a **grand success**, leaving attendees with a deeper understanding of effective sales and marketing strategies crucial for startup growth.

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Geo-Tag Pics:



हंसराज कॉलेज
— दिल्ली विश्वविद्यालय —



Workshop on Effective Sales & Marketing Strategies for Startups

Discover how effective sales and marketing drive growth, customer engagement, and long-term business sustainability.

Certificates will be given to all the attendees

18 FEB 12:30 PM 2025 ONWARDS

New Seminar Hall, Hansraj College, University of Delhi

Patron- Prof.(Dr. Rama)

IIC Convener- Dr. Ambika

Event Coordinator(s)-
Dr. Yogesh Kumar (IIC Member)
Dr. Bhavana Sharma Jha (IIC Member)

Student Coordinator:
Mr. Yash Tyagi

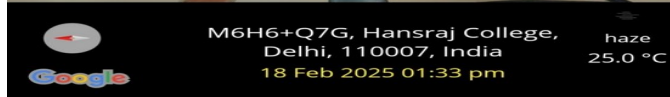


Speaker
Arun Pandit

Founder Hyphen SCS
Vice Chair AIMA YLC
Winner: YS Tech30



Delhi, Delhi, India
M6h6+q7g, Hansraj College, Delhi, Delhi 110007, India
Lat 28.67957° Long 77.21077°
18/02/2025 01:01 PM GMT +05:30



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18 Feb 2025 01:33 pm



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List of Participants (60):

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Workshop on Effective Sales & Marketing Strategies for Entrepreneurship/Startups
Venue: New Seminar Hall, Hansraj College, University of Delhi
Date: 18th February, 2025
Time: 12:30PM onwards
Convener, IIC: Dr. Ambika
Event Coordinator(s): Dr. Yogesh Kumar, IIC Member
Dr. Bhavana Sharma Jha, IIC Member

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Faculty Signature

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